



JANUARY 31

Breaking news from the APP! FREE, FREE, FREE! Pictona members may attend the Vlasic Classic Tournament to watch the best pros and amateurs in the world compete in the Sunshine State as guests of the APP for FREE. Come watch the action at the MetroHealth Stadium and surrounding courts at P2 any day or time the APP tournament is in session on February 5-9, 2025 all for FREE.

Go to <https://www.sitickets.com/app>, fill out the information and enter the code to receive/reserve your ticket(s). And the code is PICTONAMEMBER



**SINGLES MINGLE VI &
APP TOURNAMENT**

**COURT
AVAILABILITY**

Pictona is hosting the 6th Pickleball Singles Mingle event this weekend. More than 200 hundred “singles” from around the country will be here “mingling” from 4 pm Friday, January 31st and all day Saturday and Sunday until 3 pm. Single Mingles will occupy all 25 courts at Pictona 2. Courts 1-24 are open for members and other day pass guests.

The Association of Pickleball Players (APP) will be conducting its Vlasic Classic Tournament at Pictona from Feb. 5-9, occupying all the courts at Pictona 2. On Feb. 4 the Stadium courts will not be available because APP will be setting up. All other courts are open at P2 on the 4th. From Feb. 5-9, courts 1-24 are open for members, with the caution that if it rains we give priority to our guests to use courts 1-8. On Thursday and Friday,

February 6-7, the APP will host private dinners at the Pavilion. Please respect their privacy.

Pictona Members: See the breaking news article about free attendance at the APP Vlasic Classic.

We will be using the 400 parking spaces on campus and the 300 spaces in adjacent Centennial Park. Pictona will charge a \$10 parking fee, but it is waived for members and volunteers by showing your membership card.

We are excited to bring the APP here to watch the play of outstanding professionals and to provide amateurs a chance to compete at their age and skill level. Please make our guests feel welcome at Pictona, where it is more than a game, it's a lifestyle.

Volunteers Needed for APP!

We have 26 shifts still available!

Volunteers receive a T-shirt and there will be a Volunteer Lounge where lunch will be provided. ALSO, Parking Attendants receive \$10/HR.

[SIGN UP HERE](#)

GLAD TO BE BACK . .

. . . but we never were really gone.

We just were no longer part of the decision making team. Why did we return? To be blunt, we think we can direct Pictona better than anyone else.

During the last month we've

worked with the management team to launch new projects and improve operations. Doing so has been satisfying and thus influenced us to return as directors.



WATCH: Pictona pickleball founders 'unretire' in Holly Hill
Rainer and Julie Martens explain why they decided to resume overseeing day-to-day operations for the nonprofit-run 49-court pickleball complex.

We have considerable travel planned in 2025, but will be available to assist

our management team remotely. We have several positions to fill (see separate announcements) and new activities for members and a full schedule of tournaments. We'll try to make 2025 the best year yet at Pictona.

Rainer and Julie Martens

Read the article in the Daytona Beach News-Journal



PICTONA RATES

Membership types and rates were evaluated at year end resulting in an increase to the categories below. The Daily Pass Rate and the 30-day rates will not change. New rates below will go into effect on March 1, 2025. Note: The new rates will be applied to new members and renewals on that date and thereafter. For example, a person may renew an annual membership in February 2025 at the current rate and it would apply for the next 12 months.

Membership Rates

** Individual Single Person	** Family 2 - 5 Family Members	** Youth Under 21 / Students
\$500 Yearly \$50 Monthly Auto Renew \$15 Daily	\$800 Yearly \$80 Monthly Auto Renew \$30 Daily	\$30 Monthly Auto Renew \$10 Daily
One person 18 years of age or older.	Family is defined as 1 or 2 adults and up to 3 dependents, up to the age of 25, living together in the same residence and in a "family" relationship. A dependent is defined as: A dependent is a qualifying child or relative who relies on you for financial support.	* Includes ANY college student currently enrolled with a valid student ID.



** Need Payment Info On File



EMPLOYMENT OPPORTUNITIES

TOURNAMENT PLANNER

We seek a person who has demonstrated experience as an event planner organizing and conducting events. Excellent planning skills will be accompanied with strong working knowledge of tournament operations and event logistics. The preferred candidate will have experience conducting pickleball tournaments using contracted tournament management software. The Planner must be able to collaborate with staff, players, volunteers, and outside organizers.

Click **HERE** for more about the position.

Interested, apply to Julie Martens, associate director, by sending a cover letter expressing your interest, and a resume to Juliem@pictona.org.



New Gear Alert! Fresh finds in the Player Shop!

New items have just dropped, and you don't want to miss out! From top-notch paddles to new apparel, it's everything you need to up your game.

Channel your inner secret agent with the new Selkirk Lab 007 Paddle! Precision, power, and style all in one. Designed for players who demand top-tier performance, this paddle is ready to take your game to the next level. Ready for action? Grab yours now and play like a pro!

NEW HOURS! Starting February 1st

M-W 9:00 – 7:00

Th-F 9:00 – 8:00

Sat 9:00 – 6:00

Sun 9:00 – 5:00



POP! PLAY

PICTONA
ORGANIZED
PICKLEBALL



FEBRUARY FLEX LEAGUES

PAY-AS-YOU-OPT-IN FORMAT!

SPONSORED BY:

wire **3**

8^{OR}
9

**DAYS
OF PLAY!**

February Flex Leagues

Sign up for the 2.5 - 3.5 League [HERE](#).

Sign up for the 3.0 - 3.99 League [HERE](#).

Sign up for the 3.5 - 4.0+ League [HERE](#).

Flex Leagues are sponsored by [Wire 3](#).



TOURNAMENTS



GENERATIONS

PICKLEBALL TOURNAMENT

What is "Pictona Generations"?

TWO different tournaments!



SPLIT AGES

PICTONA
GENERATIONS
PICKLEBALL TOURNAMENT

Split Ages Tournament

COMBINED AGE



PICTONA
GENERATIONS
PICKLEBALL TOURNAMENT

Combine Age Tournament

May 31/June 1, 2025

One partner is under a certain age and the other partner is over a certain age.

September 20-21, 2025

Players combine their two ages to be above a specified age.

CLICK HERE! GENERATIONS TOURNAMENTS INFO AND REGISTRATION!

US SENIOR PICKLEBALL NORTH AMERICAN CHAMPIONSHIP

BRACKETS 50+

USSP
US SENIOR PICKLEBALL!

**US SENIOR PICKLEBALL
NORTH AMERICAN
CHAMPIONSHIP**
PRESENTED BY
Humana

FEBRUARY 21-24

**NATIONAL
QUALIFIER**

PICTONA
at HOLLY HILL

NATIONAL QUALIFIER for the 2025 US Senior Pickleball National Championships!

- Gold, Silver and Bronze medalists will receive priority registration for the National Championship at *Pictona in December 2025*.
- Welcome party Saturday night with FREE food and drinks. (Guests may also attend for \$15)
- Visit our [lodging partners](#) to receive your special Pictona discount on your visit.
- Membership IS required to play in the North American

Championships. To join USSP, go [HERE](#). It only costs \$20 per year.

USSP REGISTRATION HERE!

9
AGE GROUPS!

PICKTONA
at HOLLY HILL

CHALLENGE
2025

March
20-23

5
SKILL LEVELS!

Join us for women's doubles, men's doubles, mixed doubles and singles in our annual Spring tournament, the Pictona Challenge!

[Register
HERE](#)

**ACTIVITY & EDUCATION
CENTER**

FEBRUARY SWING DANCE LESSONS

IN THE FHCP ACTIVITY
CENTER at 3 pm!

February 6, 13, 20 & 27

New patterns each week!

**I DON'T WANT FLOWERS...
LEARN HOW TO DANCE,
THAT'S WHAT
I WANT!**

[View ALL FHCP Activity Classes HERE!](#)



CAMPS



Camp Pictona SESSION 1 just ended with 21 very happy campers!
Spread the word - Pictona instructors are highly experienced and want to help you improve your game!

For more information, including how to register click [HERE](#).

Camp Dates: Self-Rated Skill Levels 2.5 - 4.0

- February 18-20, 2025 (A few spots left)
- March 12-14, 2025



EVENTS



February is Cancer Prevention

Month

AdventHealth

At AdventHealth, we meet you where you are. That's why for the month of February, we are offering same- and next-day appointments and extended hours on evenings and weekends to help integrate preventive health care into busy lifestyles. To schedule your appointment, visit

MyMammoScreening.com

Humana.

Get answers to your questions about Medicare

A more human way to healthcare®



Medicare Questions Answered!

Thursdays:

February 13 & 27

10:30 AM

Heron Room

Pictona 2

CITY OF HOLLY HILL CONCERT SERIES

FEB 14

7:30 PM



MARCH 28

7:00 PM



[CLICK HERE FOR TICKETS !](#)



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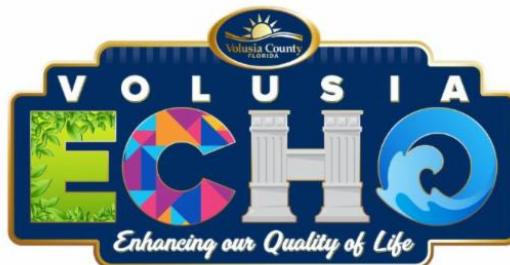


Ameriprise
Financial 

The right financial advice can help prepare you for whatever life brings — both the expected and the unexpected.

When you work with us, you receive:

- 1:1 financial advice based on your goals and needs.
- Personalized recommendations for a diversified portfolio, and solutions to help protect you from uncertainty.
- Regular meetings to review your goals, progress, and investments.
- Anytime access to your investments and digital tools to help you stay on track. **GET STARTED!**



Pictona was built through a public-private partnership with the City of Holly Hill and Martens Charities, and \$2.9 million in Volusia County **ECHO** grants.



Pictona at Holly Hill | 1060 Ridgewood Ave. | Holly Hill, FL 32117 US

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